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# Methodology of Competitive Positioning of types of Economic Activities of the Territory

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## Abstract

© 2015, Asian Social Science. All rights reserved. The article comprises methodological approach to positioning and assessment of competitive advantages of profile types of economic activity of the territory on the basis of matrix model. Matrix competitive positioning is based on two integral indicators - competitive advantages of factors of production and the attractiveness of the industry market. The authors propose to identify the most important sector for the regional economy based on the analysis of the coefficients of localization and concentration, as well as the structure of the industrial structure and trends of change in the case of the Republic of Tatarstan.

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## Keywords

Competitive positioning, Economic activities, Economic area "growth points", Industrial enterprise's resource potential, Regional competition, Regional competitive advantages, Region's economic area